

1 of 3

Rep Firm	
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone#	215-568-6240
Salesperson FAX#	215-568-1845

JOE HECK D3 SC=8

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M-F	5A-6A	NEWS	:30	\$400.00	10/29-11/02	5	1	5	\$2,000.00	
		Buyline Comment: NEWS										
	2	M-F	6A-7A	NEWS	:30	\$725.00	10/29-11/02	10	1	10	\$7,250.00	
		Buyline Comment: NEWS										
	3	M-F	7A-9A	NEWS	:30	\$900.00	10/29-11/02	10	1	10	\$9,000.00	
		Buyline Comment: TODAY										
	4	M-F	9A-10A	NEWS	:30	\$425.00	10/29-11/02	5	1	5	\$2,125.00	
		Buyline Comment: TODAY II										
	5	M-F	10A-11A	NEWS	:30	\$325.00	10/29-11/02	5	1	5	\$1,625.00	
		Buyline Comment: TODAY III										
	6	M-F	12P-1230P	NEWS	:30	\$425.00	10/29-11/02	5	1	5	\$2,125.00	
		Buyline Comment: NEWS										
	7	M-F	3P-4P	PHIL	:30	\$450.00	10/29-11/02	2	1	2	\$900.00	
		Buyline Comment: PHIL										
	8	M-F	5P-630P	NEWS	:30	\$1,200.00	10/29-11/02	15	1	15	\$18,000.00	
		Buyline Comment: NEWS										
	9	M-F	630P-7P	JEP	:30	\$1,300.00	10/29-11/02	5	1	5	\$6,500.00	
		Buyline Comment: JEP										
	10	M-F	7P-730P	WHEEL	:30	\$1,300.00	10/29-11/02	5	1	5	\$6,500.00	
		Buyline Comment: WHEEL										

Rep Order# 6815979 Ver# 1 Mod# 0 Status Confirmed

Traffic Order# 102138

Printed: 05/29/2012 8:50 AM
Last Received: 05/21/2012 2:22 PM
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () JOE HECK 4 CONGRESS
Product JOE HECK 4 CONGRESS
Estimate# 2214
Buyer KEGAN BERAN
Phone#
Fax#

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2214
Flight Dates 10/29/2012 - 11/04/2012
Hiatus Weeks

Rep Firm () PHILADELPHIA
Sales Office () AMY MCCREARY
Salesperson ()
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	M-F	730P-8P	FACE	:30	\$900.00	10/29-11/02	5	1	5	\$4,500.00	
				Buyline Comment: FACE								
	12	M-F	11P-1135P	NEWS	:30	\$1,200.00	10/29-11/02	5	1	5	\$6,000.00	
				Buyline Comment: NEWS								
	13	M-F	1135P-1235A	LENO	:30	\$500.00	10/29-11/02	5	1	5	\$2,500.00	
				Buyline Comment: LENO								
	14	SA-SU	11P-1135P	NEWS	:30	\$1,100.00	11/03-11/04	2	1	2	\$2,200.00	
				Buyline Comment: NEWS								
	15	SA	6A-7A	NEWS	:30	\$375.00	11/03-11/03	1	1	1	\$375.00	
				Buyline Comment: NEWS								
	16	SA	7A-9A	NEWS	:30	\$625.00	11/03-11/03	1	1	1	\$625.00	
				Buyline Comment: SAT TODAY								
	17	SU	7A-8A	NEWS	:30	\$500.00	11/04-11/04	1	1	1	\$500.00	
				Buyline Comment: SUN TODAY								
	18	SU	8A-9A	MTN	:30	\$1,300.00	11/04-11/04	1	1	1	\$1,300.00	
				Buyline Comment: MTP								
	19	SA	5P-630P	NEWS	:30	\$675.00	11/03-11/03	1	1	1	\$675.00	
				Buyline Comment: NEWS								

---REPORT TOTALS---
Report Totals: 89 / \$74,700.00

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---SALES MONTHLY TOTALS---

Nov 12: 89 / \$74,700.00

Sales Totals: 89 / \$74,700.00

Station Totals: 89 / \$74,700.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$201,892	CATV 0%	KBLR 0%	KINC 0%	KLAS 27%	KSNV 37%
		KTNV 20%	KTUD 0%	KVCW 0%	KVMY 0%	KVVU 16%
		XXXX 0%				

---COMPETITIVE COMMENTS---

NEW ORDER
EST SHARES

Books NOV12
Demos RA35+

---CREDIT RISK---

CASH IN ADVANCE